



**Official Media Launch of 2014  
Hong Kong-Australia Business Association NSW Chapter Business Awards**

The Hong Kong-Australia Business Association (HKABA) NSW Chapter, officially launched their annual Business Awards for 2014 on Wednesday 4<sup>th</sup> June at Hong Kong House. The launch of the Awards was officially announced by Mr. Peter Mackey, Trade Manager, Australia Trade Commission (Austrade), Ms. Bonnie Shek, Director of Australia and New Zealand, Hong Kong Trade Development Council, and Mr. Bernard Lo, the Deputy Director of the Hong Kong Economic & Trade Office, Sydney, Government of the HKSAR.

This year marks the 15<sup>th</sup> anniversary of the annual Hong Kong Australia Business Association-NSW Chapter Inc. Business Awards. It is designed to provide recognition and incentive to NSW entrepreneurs and companies who strive for excellence in all aspects of international trade between NSW and Hong Kong SAR/China. The Business Awards has become a prestigious event within the NSW business community since its inception in 2000.

Entrants will be competing in the following four categories: Export of Goods/Services, Import of Goods/Services, Business Development, and Business Excellence. The judging panel is chaired by Ms. Bonnie Shek, together with representatives from Hong Kong Economic & Trade Office, Sydney, Government of the HKSAR, Austrade, and the HKABA NSW Chapter Inc. Platinum Sponsors.

Mr Jonathan Yee, President of the HKABA NSW Chapter commented that "This year marks our 15<sup>th</sup> anniversary since the Business Awards was initiated and has grown to be one of the biggest business awards in NSW. The year of 2014 will be challenging for many small-businesses. Our Business Awards is a way of recognizing those hardworking entrepreneurs operating their businesses under difficult times. It also offers a good opportunity for a company to raise their profile in the business community. Ms. Felicia Hon, the Chairperson of the Business Awards added that " Apart from the challenges, the year of 2014 presents lots of opportunities to all businesses globally especially those in Australia. Small to medium enterprises have demonstrated their competitiveness and resilience during the low time of the economy and it is their creativity, talent and hard work which help them re-capture those opportunities. Our Business Awards appreciates and highly regards those qualities of a business, which are the core aspects of our judging criteria.

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**Media enquiries:** Please contact Executive Officer Ms Suki Lin  
Hong Kong - Australia Business Association (NSW Chapter) Inc.

Tel: (+61 2) 9261 8911 Fax: (+61 2) 9261 8966  
Email: [hkaba\\_nsw@hktdc.org](mailto:hkaba_nsw@hktdc.org)